

**UNIVERSITI TEKNOLOGI MARA**

**CONSUMERS' AWARENESS, PERCEPTION AND  
ATTITUDE TOWARDS RESTAURANT GREEN  
PRACTICES AND ITS INFLUENCE ON  
BEHAVIOUR INTENTIONS**

**AIKAL LIYANI BINTI MOHD RASDI**

**MASTER OF TOURISM MANAGEMENT**

**FACULTY OF HOTEL AND TOURISM MANAGEMENT**

**JUNE 2013**

**UNIVERSITI TEKNOLOGI MARA**

**CONSUMERS' AWARENESS, PERCEPTION AND ATTITUDE TOWARDS  
RESTAURANT GREEN PRACTICES AND ITS INFLUENCE ON BEHAVIOUR  
INTENTIONS**

**AIKAL LIYANI BINTI MOHD RASDI**

Thesis submitted in partial fulfillment of the requirements for degree of

**Master of Tourism Management**

**Faculty of Hotel & Tourism Management**

JUNE 2013

### **Candidate's Declaration**

I declare that the work in this thesis was carried out in accordance with the regulation of Universiti Teknologi MARA. It is original and is the result of my own work, unless otherwise indicated or acknowledge as referenced work. This topic has not been submitted to any other academic institution or non-academic institution for any other degree or qualification.

In the event my thesis be found to violate the conditions mentioned above, I voluntarily waive the right of conferment of my degree and agree be subjected to the disciplinary rules and regulations of Universiti Teknologi MARA.

Name of Candidate : Aikal Liyani Bt Mohd Rasdi

Candidate's ID No : 2011782023

Programme : Master of Tourism

Faculty : Faculty of Hotel and Tourism Management

Thesis Tittle : Consumers' Awareness, Perception And Attitude Towards  
Restaurant Green Practices And Its Influence On Behaviour  
Intentions

Signature of Candidate :

Date :

# **CONSUMERS' AWARENESS, PERCEPTION AND ATTITUDE TOWARDS RESTAURANT GREEN PRACTICES AND ITS INFLUENCE ON BEHAVIOUR INTENTIONS**

## **ABSTRACT**

In recent years, the need for environment protection, due to drastic global climate changes and unprecedented natural disasters, has become a prominent feature in the media. This has created great awareness among people to start preventing the environment from getting further damaged. Consumers are becoming more conscious to purchase products and services which are environmentally friendly which, as a result, lead to the increasing demand for 'green' products and services. Companies across all sectors, hospitality sector included, try to make great strides toward instituting green practices and earn green certifications. Restaurants in Malaysia are following this trend and trying to implement green practices. This study investigated consumers' awareness, perception and attitude towards restaurant green practices and its influence on behaviour intentions. Quantitative approach with descriptive research design was used. Questionnaires were distributed to a convenient sample of 400 shoppers at some well-known hypermarkets and supermarkets in Shah Alam, such as Tesco, Giant, Mydin and SACC Mall. The results show that, consumer awareness, perception and attitude were slightly agreed about restaurant green practices. The findings of this study can help restaurant operators to better understand consumers' demands and possible behaviour towards green practices.

**Keywords:** *Consumers' awareness, Perception, Attitude, Restaurant Green Practices, Behavioural Intention.*

## ACKNOWLEDGEMENT

First and foremost, I would like to thank ALLAH S.W.T for His blessings that I was able to complete this thesis. Highest gratitude goes to my supervisor, Mdm Flora Shumin Chang. Thank you for your unrelenting patience and substantial time taken out of your busy schedule to assist me all the way through this research endeavor. It was great pleasure to work under your supervision, professionalism and proficiency which led to me be more focused in my thoughts and ideas.

Furthermore, my deepest appreciation goes to my family especially my parents, Mohd Rasdi Mustafar and Adoni Ismail for their unconditional love and continual support. This work would not have been possible without their long distance support and encouragement. There are no words that will adequately express my appreciation for their invaluable contribution and sacrifice of love, money and time towards my academic and personal life.

Lastly, I would like to thanks to all who had directly and indirectly involves in completion this thesis. Special appreciation and thanks also go to all my colleagues in UiTM Shah Alam, who always patience, listened and supported me during the journey.

*Aikal Liyani Bt Mohd Rasdi*

*June 2013*